

The Jax Water Taxi is privately owned and operated. The service provides connections between the Jacksonville Landing, the Friendship Fountain, the Crowne Plaza, the Wyndham Hotel, Jacksonville Municipal Marina and Liberty Street. Future expansion of the system could prove to be profitable as development along the riverfront grows.

The City's commitment to improve transit is an important element of the Urban Core's redevelopment. As illustrated to the right, the City is currently evaluating the potential for a commuter rail system, a Bus Rapid Transit system and a Streetcar System. The alignment and station selection should connect neighborhoods to retail, mixed use development, jobs, schools, and other activity nodes. They should also connect to existing bus routes and other transit modes including bicycle routes. Headways should be frequent enough to serve the population well. In addition, station design should incorporate mixed-use development and high quality pedestrian oriented design.

Transit is also a way to brand a place. The City could use the new transit systems to create a new image for Jacksonville as one of vibrant urban living. It could develop a system of gateways and signage to support this image and attract visitors.

Action Items for Sub-principle 3.1:

1. Evaluate expanding the JTA Skyway system, as recommended in the Downtown Master Plan, and further expand it towards Shands as housing, office, and retail increase in the District.
2. Conduct a study of the current bus system in terms of improved connections, more frequent headways, improved accessibility, and enhanced security.
3. Evaluate extending the JTA trolley lines to serve the Urban Core neighborhoods.
4. Conduct a feasibility study for expanding the water taxi as the riverfront grows.
5. Develop policy to ensure that the proposed commuter rail and Bus Rapid Transit connects well to existing transit.
6. Work with a consultant specializing in branding and marketing to evaluate how the transit system and the new commuter rail and Bus Rapid Transit can promote a new image for the City.

Diagram: Potential Transit System Expansion
The diagram to the right illustrates potential improvements to existing transit routes towards greater connectivity Districtwide. (Source: Zyscovich Architects, 2009; JTA System Map, 2009)

